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"What You Need To Know About Rights Managed Stock Footage", "Rights managed stock footage is a sure fire way to ensure that you have high quality video imagery from a stock footage library to compliment any original footage for your video project. There are hundreds of film productions businesses out there producing high performance stock footage that can be useful in adding an increased level of visual aesthetic and professionalism to any project. While the use of this type of footage is still a bargain buy when compared to the different of pulling together your own set, equipment, and crew to get the shot you want, there are still a few things to understand before jumping into the wide world rights managed stock footage.

The first thing you'll need to know is that, unlike royalty free stock footage which is bought with a one-time fee and free to use as often as you wish, rights managed clips are still owned by someone else and the owner of that footage possesses all of the rights to when and how the clip is used. The quality of the footage is almost assuredly to be on a level that will improve your project; you will definitely have to pay the fee for the rights to use it every time you need to include it in a project. Rights managed stock footage definitely brings an additional cost to your production and it can be well worth it due to the high quality footage you'll receive from the providers.

The next thing you'll need to be aware of when accessing the footage is what format the file is in. There are lots of options, whether you are searching for video footage that is in DV or HD, and there are obviously additional costs for converting files to match with the other footage with which you are working. Since there are so many options available, you'll want to pay attention since the extra cost to have it converted to the format you need isn't inexpensive and may degrade the quality of the footage.

Those who produce this type of footage produced it specifically for people who are doing video projects and they know their clips will save you money. Since they know that, they'll charge a premium price for what could be rare footage. Even though it is still a bargain compared to creating your own scene, it can still be an outlay to buy the use of any rights managed or HD stock footage, so you must be diligent in seeking out the right clip for the project.

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